The constraints of time als$_0$ for precision and brevity. The differences in the level of comprehension of listeners are yet mother factor to be taken into account. Simplicity and clarity are essential. Reporters and those who give talks should aim at easy communication with the people and not parade their literary skills. AIR and Doordarshan should develop their own idiom and style.

There should be provision f$_{0r}$ 'evaluation from time to time of the language of the bulletins. There has to be a much greater emphasis on specialisation and training of the $_{ne}$w$_s$ personnel with AIR and Doordarshan.

The implementation of these policies and forms will depend upon the professional capacity of the people who run tft$_e$ news and current affairs programmes. The choice of personnel is$_s$ most important. A professional must have had training in news work. He should b$_e$ able to c'hoose [l]he items well and to rewrite the stories to suit the medium. Professional ning and appreciation of the role of the media in a democratic society will give him the confidence to take the right decisions.

Creation of a Post $_0$f Director General of Information

2059. SHRI KAPIL VERMA: Will the Minister of INFORMATION[1] AND BROADCASTING be pleased *to* state-.

(a) whether it Is a fact that a new post of Director General of Information has [be]cn created, if so, what are the functions; and

(b) what are the reasons t$_0$ create the new post, what is the number of officers and oilier staff that have been allocated for the purpose?

THE MINISTER OF S1ATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GAD GIL) (a) and (b) The new post of Director General (Public Relations) has been crtated to head the Central Monitoring Cell in PIB to critically monitor all foreign propoganda including broadcasts and design effective publicity campaign for countering matters prejudicial to the interest of India. Six posts of officers, including Director General (Public Relations), and ten posts of other staff have been created for the purpose.

Distribution of High-Yielding Seeds to Farmers

2060. SHRI R. SAMBASIVA RAO: Will the Minister of AGRICULTURE AND RURAL DEVELOPMENT be pleased to state;

(a) whether it is a fact that the National Seeds Corporation has formulated a scheme for the distribution of high yielding seeds' to farmers during the current year; and

(b) if so, what are the details in this regard""

THE MINISTER OF STATE IN THE DEPARTMENT OF AGRICULTUR! AND RURAL DEVELOPMENT (SHRI CHANDULAL CHANDRAKAR); (a)' Yes, Sir.

(b) The estimated distribution of different kinds of seeds by National Seeds Corporation during 1985-86 is as under:—

	Qts.
Wheat	4,62,000
Paddy	1,88,802
Maize	33,014
Sorghum	14,627
Bajra	22,469
Pulses	36,311
Oilseeds	31,405
Fodder	6,732
Fibre	14,303
Potato	3,844
Vegetables	13,729
Others	5,329
TOTAL :	8,32,536